

16th YEAR • A WEEKLY PUBLICATION

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4/2/56

# 1956

# Calendar

8 EAST 77th STREET  
NEW YORK 21, N. Y.

TRAFALGAR 9-2343

# fashion

| january |    |    |    |    |    |    |
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| february |    |    |    |    |    |    |
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| june |    |    |    |    |    |    |
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| september |    |    |    |    |    |     |
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| december |    |    |    |    |    |     |
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| january - 1957 |    |    |    |    |    |    |
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| february - 1957 |    |    |    |    |    |    |
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| march - 1957 |    |    |    |    |    |    |
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| 24           | 25 | 26 | 27 | 28 | 29 | 30 |

RUTH FINLEY, EDITOR  
FRANCES HUGHES, ASSOCIATE EDITOR



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|-------------|------------------------|-----------------|--------------|
|-------------|------------------------|-----------------|--------------|

WEEK BEGINNING SUNDAY, APRIL 1, 1956

### EASTER ACTIVITIES IN NEW YORK CITY

|                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                       |                                         |
|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|-----------------------------------------|
| Sunday<br>April 1<br>12:00 Noon<br>And<br>2:30 P.M.      | ANNUAL EASTER SUNDAY<br>"BRACER" BREAKFAST<br>Door prizes will include hats, jewelry and bags. Also, entertainment by Fred Astaire dancing studio. Price--\$5.00; reservations--Alfred, EL. 5-5000. Contact: Helen Boyd, EL. 5-5000.                                                                                                                                                                                                                       | HOTEL MADISON<br>(15 EAST 58TH ST.)   | CAFE MADISON &<br>MAIN DINING ROOM      |
| Sunday<br>April 1<br>12:45 P.M.<br>Luncheon              | SPRING FASHIONS<br>AT EASTER LUNCHEON<br>Gowns by Carrie Munn at Easter luncheon. Price--\$8.00; contact: Banquet Dept., PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.                                                                                                                                                                                                                                                                              | CARRIE MUNN                           | HOTEL AMBASSADOR<br>TRIANON ROOM        |
| Sunday<br>April 1<br>1:00 P.M.<br>Luncheon               | BENEFIT LUNCHEON<br>ON EASTER SUNDAY<br>"Mists of Time"--a musical cavalcade of Easter fashions from 1620 to today, with modern hats by John Frederics and fashions by Pauline Trigere for benefit of Visiting Nurse Service of N.Y. A panel of men will judge hats of guests in audience. Reservations--\$7.50; contact: "Beverly", TE. 8-8000. John Frederics Publ: Joseph Mann, CI. 7-7745. Commentator and Fashion Director: Nola Luxford, TE. 8-8000. | JOHN FREDERICS;<br>PAULINE TRIGERE    | HOTEL PIERRE<br>COTILLION ROOM          |
| Sunday<br>April 1<br>1:00 P.M.<br>Brunch                 | SPRING FASHIONS<br>AT EASTER LUNCHEON<br>"Easter Promenade"--featuring White Shoulders by Evyan; and fashions by Russeks. <u>Showing at 2:15 P.M.</u> Price--\$6.00, contact: EL. 5-2600, Ext. 152. Commentator and publicity: Florence Lord of Russeks, WI. 7-1900.                                                                                                                                                                                       | RUSSEKS FIFTH AVENUE;<br>EVYAN PARFUM | SAVOY PLAZA HOTEL<br>SAVOY & CAFE ROOMS |
| Sunday<br>April 1<br>1:00 P.M.-<br>4:00 P.M.<br>Luncheon | EASTER LUNCHEON<br>FASHION SHOW<br>Dresses--Oleg Cassini; furs--Gunther Jaeckel; hats--Walter Florell, G. Howard Hodge; shoes--David Evins; gloves--Crescendoe; stockings--Humming Bird; jewels--Trifari; perfume--Evyan; make up--John Robert Powers; flowers--Orchid Haven; children's dresses--Celeste; boys' suits--Hi-Line. Price--\$12.50, contact: Martha Palmer at Foundation, 500 Fifth Avenue, OX. 5-5262.                                       | SISTER ELIZABETH<br>KENNY FOUNDATION  | HOTEL AMBASSADOR<br>BALLROOM            |
| Sunday<br>April 1<br>1:00 P.M.<br>Brunch                 | MILLINERY FASHIONS<br>AT EASTER BRUNCH<br>Velvet hats by Walter Florell and furs by Joseph Bernham. Show at 2:00 P.M. Reservations: MU. 8-3023. Publicity: Mildred Kaldor, MU. 9-5420.                                                                                                                                                                                                                                                                     | WALTER FLORELL                        | CHAPEAU ROUGE<br>14 EAST 52ND STREET    |

(Continued on next page)



DATEWHAT'S GOING ONGIVEN BYWHEREEASTER ACTIVITIES IN NEW YORK CITY (Continued)

|                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                           |                                              |
|----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|----------------------------------------------|
| Sunday<br>April 1<br>1:00 P.M.<br>Brunch           | SPRING FASHIONS<br>AT EASTER SHOW<br>"Champagne and Roses"--Easter fashion show by Seymour Jacobson. Hats--John Frederics, Emme, Gustavo, Cesar Rubio, Laddie Northridge. Furs--Givenchy for J.F. Morris. Panel: Earl Wilson, Peter Donald, Joey Adams, Brian Sullivan. Price--\$5.00; contact: Mr. Gilbert, CI. 6-7700. Seymour Jacobson Publicity: Peggy Cantor, CH. 4-3488.                                                                                                        | SEYMOUR JACOBSON, INC.                    | HAMPSHIRE HOUSE<br>FOUNTAIN ROOM             |
| Sunday<br>April 1<br>1:00 P.M.<br>Brunch           | FASHIONS & HATS<br>AT EASTER SHOW<br>Fashions by Ingrid and millinery by Mr. John will be presented at Easter brunch. Commentator: Virginia Graham. Price--\$7.00; contact: CI. 7-2700. Publicity: Ted Howard Assoc., JU. 6-0946.                                                                                                                                                                                                                                                     | GREENWICH VILLAGE<br>HUMANE LEAGUE, INC.  | WARWICK HOTEL<br>RALEIGH ROOM                |
| Sunday<br>April 1<br>1:15 P.M.<br>Luncheon         | BENEFIT LUNCHEON<br>ON EASTER SUNDAY<br>Fashions by Fontana of Rome and hats by Emme will be presented at Easter luncheon for benefit of Judson Health Center. Price--\$8.00; contact: Banquet Dept., PL. 9-3000. Plaza Fashion Dir: Mary Alice Rice, CI. 6-1790.                                                                                                                                                                                                                     | FONTANA OF ROME;<br>EMME                  | HOTEL PLAZA<br>RENDEZ-VOUS ROOM              |
| Sunday<br>April 1<br>2:00 P.M.<br>And<br>6:00 P.M. | SUMMER FASHIONS<br>AT EASTER SHOWINGS<br>"Preview of Summer Fashions" will be presented by the International Silk Association with fashions by leading designers; hats--Lilly Dache; furs--Ritter Brothers; shoes--Delman. Commentators: Eleanor Lambert and Jinx Falkenburg McCrary. Price--\$7.50; contact: Headwaiter, EL. 5-3000. Part of proceeds to N.Y. March of Dimes. Int'l Silk Publ: Eleanor Lambert, MU. 8-2130. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000. | INTERNATIONAL SILK<br>ASSOCIATION, U.S.A. | WALDORF-ASTORIA<br>EMPIRE & SERT RMS.        |
| Sunday<br>April 1<br>4:30 P.M.-<br>8:00 P.M.       | PARADE OF<br>"DOGS & DOLLS"<br>Annual Easter party for benefit of animal adoption service of A.S.P.C.A., with a parade of adopted dogs--accessorized by Canine Couturiere. Models will wear hats by Eve Tartar. Commentator: Debra Frye. Price--\$5.00, contact: Mrs. George F. Elliott, PL. 5-1650.                                                                                                                                                                                  | FOR BENEFIT OF<br>A.S.P.C.A.              | SAVOY PLAZA HOTEL<br>GOLD SUITE              |
| Monday<br>April 2<br>12:30 P.M.<br>Luncheon        | IMPORT COPIES AT<br>LUNCHEON SHOW<br>Copies of French originals; also, boutique fashions by Alice Schweitzer, hats by Kay Durnford, furs by Armand Chene. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Martha Matzner contact: PL. 8-2875. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.                                                                                                                                                         | MARTHA MATZNER<br>(30 EAST 54TH ST.)      | HOTEL PLAZA<br>PERSIAN ROOM                  |
| Beginning<br>Monday<br>April 2                     | ADVANCE FALL<br>COAT COLLECTION<br>Showing of Max Milstein's advance Fall coat collection. By appointment. Contact: WI. 7-4223.                                                                                                                                                                                                                                                                                                                                                       | MAX MILSTEIN                              | 230 WEST 39TH STREET<br>SHOWROOM - 9TH FLOOR |
| Tuesday<br>April 3<br>9:30 A.M.<br>Breakfast       | PREVIEW OF FASHIONS<br>BY GRETA PLATTRY<br>Best will preview Summer sportswear by Greta Plattrry. By invitation only. Publicity: Gay Stearns, PL. 9-2000.                                                                                                                                                                                                                                                                                                                             | BEST & CO.                                | 13TH FLOOR<br>RECREATION ROOM                |



| <u>DATE</u>                                                 | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                          | <u>GIVEN BY</u>                                  | <u>WHERE</u>                      |
|-------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|-----------------------------------|
| Tuesday<br>April 3<br>12:30 P.M.<br>Luncheon                | FASHION SHOW AT<br>BENEFIT LUNCHEON<br>Claire Schaffel gowns; Margaret Cody hats; flowers by Kathryn Churchill at a benefit luncheon for St. Luke's Hospital Auxiliary. Price---\$7.50; contact: Mrs. Wheadon M. Grant, 136 E. 79th St., RE. 7-6508. Claire Schaffel contact: PL. 5-2521. Pierre Fashion Dir: Nola Luxford, TE.8-8000.                                          | CLAIRE SCHAFFEL<br>(558 MADISON AVE.)            | HOTEL PIERRE<br>BALLROOM          |
| Tuesday<br>April 3<br>3:30 P.M.<br>Cocktails                | PREVIEW OF<br>NEW WATCH BANDS<br>The Gemex Corp. will preview their new leather and metal watch bands, co-ordinated with Summer fashions by Ceil Chapman. By invitation only. Contact: Robert Mackall, MU. 2-9142.                                                                                                                                                              | THE GEMEX CORP.<br>(UNION, N.J.)                 | STORK CLUB<br>3 EAST 53RD STREET  |
| Tuesday<br>April 3<br>5:30 P.M.-<br>7:30 P.M.<br>Cocktails  | EXHIBIT OF FABRICS<br>AND HANDICRAFTS<br>Exhibit of Indian fabrics, menswear, handicraft products. Also, award to Norman Norell for his work with Indian fabrics. By invitation. Publicity: Anne Winter, PL. 1-0272.                                                                                                                                                            | INDIA GOVERNMENT<br>TRADE CENTER                 | 19 EAST 49TH STREET               |
| Wednesday<br>April 4<br>12:00 Noon<br>Luncheon              | FABRICS DIVISION<br>LUNCHEON MEETING<br>Speaker: William T. Snaith, Raymond Lowey Assoc. Commentator & Chairman: Janet Livingstone; Co-Chmn: Frances Clarke. Prices: \$5.50, members; \$6.50, guests. Exhibit from 10:00 A.M.-4:00 P.M.; \$1.00 at door for non-holders of luncheon tickets. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872. | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | HOTEL SHERATOR-ASTOR<br>BALLROOM  |
| Wednesday<br>April 4<br>12:30 P.M.<br>Luncheon              | SUMMER FASHIONS<br>AT LUNCHEON SHOW<br>Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.                                                                                                                                               | ARNOLD CONSTABLE                                 | WALDORF-ASTORIA<br>EMPIRE ROOM    |
| Wednesday<br>April 4<br>4:30 P.M.<br>Cocktails              | PRESS PREVIEW: LINENS<br>FOR OUTDOOR DINING<br>"Barometer of Outdoor Dining - Macy's New Gay Table Linens" at showing for the press. By invitation. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.                                                                                                                                                                             | MACY'S NEW YORK                                  | 13TH FLOOR<br>EXEC. DINING ROOM   |
| Thursday<br>April 5<br>10:30 A.M.                           | PRESS PREVIEW OF<br>SPRING FURS<br>Gunther Jaeckel will preview their "little furs" for Spring. By invitation only. Publicity: Carole Paley, PL. 5-7000.                                                                                                                                                                                                                        | GUNTHER JAECKEL                                  | 2ND FLOOR<br>FUR SALON            |
| Thursday<br>April 5<br>12:30 P.M.<br>Luncheon               | BOUTIQUE IMPORTS<br>AT LUNCHEON SHOW<br>Helena Rubinstein and Gourielli boutique originals will be presented by Betty Metcalf. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity: Patrick O'Higgins at Gourielli, EL. 5-2100. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.                                                           | BETTY METCALF<br>BOUTIQUE (16 E. 55)             | HOTEL PLAZA<br>TERRACE ROOM       |
| Thursday<br>April 5<br>4:00 P.M.-<br>6:00 P.M.<br>Cocktails | ADVANCE PRESS SHOWING<br>OF FALL SHOES<br>Dunn and McCarthy, manufacturers of Enna Jetticks and Jett-Aire shoes, will preview their Fall and Winter 1956 shoes, designed by Hank Davidson. By invitation. Contact: Paul Roth, Johnson-Roth Assoc., MU. 5-6242.                                                                                                                  | DUNN AND MCCARTHY, INC.<br>(AUBURN, N.Y.)        | HOTEL AMBASSADOR<br>CRYSTAL SUITE |



| <u>DATE</u>                                     | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                          | <u>GIVEN BY</u>                                  | <u>WHERE</u>                                |
|-------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|---------------------------------------------|
| Monday<br>April 9<br>2:30 P.M.                  | SUMMER DRESSES<br>BY JERRY GILDEN<br>Russeks will present Spring fashions by Jerry Gilden. Press invited.<br>Open to public. Publicity: Florence Lord, WI. 7-1900.                                                                                                                                                                                              | RUSSEKS FIFTH AVENUE                             | 7TH FLOOR                                   |
| Tuesday<br>April 10<br>1:00 P.M.                | TRANSITION DRESSES<br>BY LEE EVANS<br>Mr. Mort's transition dress collection, designed by Lee Evans. By invitation. Also, April 11, 12, 13 at 1:00 P.M. Contact: Jean Ring, OX. 5-4760.                                                                                                                                                                         | MR. MORT, INC.                                   | 498 SEVENTH AVENUE<br>SHOWROOM - 7TH FLOOR  |
| Beginning<br>Tuesday<br>April 10                | OPENING OF ADVANCE<br>FALL COAT COLLECTION<br>Opening of Originala's advance Fall coat collection. By appointment only.<br>Contact: Louis Mariani, BR. 9-8988.                                                                                                                                                                                                  | ORIGINALA                                        | 512 SEVENTH AVENUE<br>SHOWROOM - 43RD FLOOR |
| Wednesday<br>April 11<br>12:30 P.M.<br>Luncheon | SPRING FASHIONS<br>BY LENTZ DIMINUTIVES<br>Altman's will present Spring fashions by Lentz Diminutives during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Altman Publicity: Eleanor Horton, MU. 9-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.                                                      | B. ALTMAN & CO.                                  | WALDORF-ASTORIA<br>EMPIRE ROOM              |
| April 15                                        | FEDERAL AND NEW YORK STATE INCOME TAXES DUE.                                                                                                                                                                                                                                                                                                                    |                                                  |                                             |
| Monday<br>April 16<br>1:00 P.M.                 | TRANSITIONAL COTTONS<br>BY ALAN PHILLIPS<br>"Entr'Acte"--transitional all-occasion cotton dresses, designed by Alan Phillips, daily at 1:00 P.M. Publicity: Ken Williams, JU. 6-8217.                                                                                                                                                                           | RICHARD COLE, INC.                               | 498 SEVENTH AVENUE<br>SHOWROOM - 18TH FLOOR |
| Tuesday<br>April 17<br>11:00 A.M.               | PREVIEW: SUMMER<br>READY-TO-WEAR<br>Bergdorf Goodman will invite the press to preview their Summer ready-to-wear fashions. By invitation only. Publicity: Florence Neff, PL. 3-7300.                                                                                                                                                                            | BERGDORF GOODMAN                                 | 3RD FLOOR<br>COUNTRY & CASUAL SHOP          |
| Tuesday<br>April 17<br>4:30 P.M.<br>Cocktails   | "GOOD DESIGN FOR<br>WASHABLE WOOLENS"<br>A competition among garment manufacturers--"Good Design for Washable Woolens"--sponsored by Sanforlan of the Sanforized Division of Cluett, Peabody & Co. All entries will be presented at a 5:00 P.M. fashion show for buyers and press, by invitation only. Publicity: Bess Williams at Young & Rubicam, MU. 9-5000. | SANFORLAN<br>(CLUETT, PEABODY & CO.)             | HOTEL PIERRE<br>GRAND BALLROOM              |
| Wednesday<br>April 18<br>7:00 P.M.<br>Dinner    | DINNER HONORING<br>OUTSTANDING MERCHANTS<br>Eighth Annual Brand Names Retailer of the Year Award will be presented at a dinner, with Vice-President Richard M. Nixon as principal speaker. Price: \$25.00. (Brand Names Week, April 15-21.) Contact: George Hallock or Nathan Keats, MU. 5-0888.                                                                | BRAND NAMES FOUNDATION<br>(437 FIFTH AVENUE)     | WALDORF-ASTORIA<br>BALLROOM                 |
| Thursday<br>April 19<br>12:00 Noon<br>Luncheon  | HOME FURNISHINGS<br>DIVISION LUNCHEON<br>The Fashion Group will hold its Home Furnishings Division Luncheon. Co-Chairmen: Barbara Lewis of Fox-Lewis; Gertrude Dixson of "American Home". (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.                                                                                              | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | HOTEL SHERATON-ASTOR<br>BAL ROOM            |



| <u>DATE</u>                                           | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <u>GIVEN BY</u>                       | <u>WHERE</u>                              |
|-------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|-------------------------------------------|
| Thursday<br>April 19<br>4:00 P.M.<br>Cocktails        | WOMEN'S & CHILDREN'S<br>FALL FASHIONS<br>White Stag will preview their women's and children's fashions for Fall to press and buying offices. <u>Showing at 4:30 P.M.</u> By invitation only.<br>Contact: Barbara McGinnis, BR. 9-1975.                                                                                                                                                                                                                                          | WHITE STAG<br>(1407 BROADWAY)         | HOTEL PIERRE<br>ROOF                      |
| Friday<br>April 20<br>8:00 P.M.<br>Dinner-<br>Dance   | FIFTH ANNUAL "APRIL<br>IN PARIS" BALL<br>Fifth annual "April in Paris" Ball, a gala dinner-dance for benefit of French Hospital of N.Y. and the American French Foundation charities, with fashions by--Desses, Dior, Fath, Castillo of Lanvin, Givenchy; and hats by leading Paris milliners. Sponsored by Air France, Cartier and Coty.<br>Honorary Chairman: Mrs. Dwight D. Eisenhower. Reservations--\$100.00; contact: Mr. Philippe's Office, 301 Park Avenue, EL. 5-5725. | "APRIL IN PARIS" BALL                 | WALDORF-ASTORIA<br>GRAND BALLROOM         |
| Monday<br>April 23<br>4:00 P.M.-<br>7:00 P.M.         | PREVIEW OF FALL<br>SHOE COLLECTION<br>Cocktail party to meet Andre Perugia, and showing of Fall shoe collection.<br>By invitation only. Publicity: Ruth Hammer Assoc., EL. 5-7872.                                                                                                                                                                                                                                                                                              | I. MILLER & SONS                      | 350 FIFTH AVENUE<br>SHOWROOM - 71ST FLOOR |
| Tuesday<br>April 24<br>10:30 A.M.<br>And<br>3:00 P.M. | PREVIEW: FALL AND<br>HOLIDAY SHOES<br>Oomphies will preview their Fall and Holiday shoes to the press at 10:30 A.M.; and to the trade at 3:00 P.M. By invitation only. Contact: Marianne Tater, LO. 4-9495.                                                                                                                                                                                                                                                                     | OOMPHIES, INC.                        | 350 FIFTH AVENUE<br>SHOWROOM - 77TH FLOOR |
| Tuesday<br>April 24<br>12:30 P.M.<br>Luncheon         | ANNUAL BENEFIT<br>FASHION SHOW<br>"Italian Holiday"--daytime and evening fashions by the Fontana Sisters of Rome. For benefit of National Jewish Hospital at Denver, a free non-sectarian tuberculosis medical center. By reservation with sale of \$25.00 contributions book. Fontana Publicity: Gino di Grandi, PL. 3-4216.<br>Hospital Public Relations: Flora Kaiser, 19 W. 44th St., VA. 6-1590.                                                                           | NATIONAL JEWISH<br>HOSPITAL AT DENVER | WALDORF-ASTORIA<br>STARLIGHT ROOF         |
| Tuesday<br>April 24<br>3:30 P.M.-<br>4:30 P.M.        | PREVIEW: LATE SPRING<br>AND FALL FURS<br>Exclusive sports car and formal fur fashions will be previewed to the press.<br>By invitation only. Publ.: Frances L. Russell, PL. 3-2697.                                                                                                                                                                                                                                                                                             | HOUSE OF ARONOWICZ                    | 19 WEST 57TH STREET<br>SALON - 5TH FLOOR  |
| Tuesday<br>April 24<br>5:00 P.M.<br>Cocktails         | COCKTAIL PARTY<br>BY GUILD MEMBERS<br>The Guild of Better Shoe Manufacturers' cocktail party for press and trade. By invitation only. (Members--Beleganti, Evins, Fox Shoe Co., Jarro Bros., Herbert Levine, John Marino, I. Miller, Newton Elkin, Palter DeLiso, Riviera Shoes, Seymour Troy, Simone, M. Wolf & Sons, Wolsam Ltd., Zuckerman & Fox--will show in individual showrooms all week.) Contact: John Jerro, 40 West 27th St., MU. 4-3191.                            | GUILD OF BETTER<br>SHOE MANUFACTURERS | SHERRY NETHERLAND<br>CRYSTAL PAVILLION    |
| Wednesday<br>April 25<br>12:30 P.M.<br>Luncheon       | SUMMER BEACHWEAR AND<br>SEPARATES AT LUNCHEON<br>Arnold Constable will present Summer beachwear and separates during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300.<br>Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.                                                                                                                                                    | ARNOLD CONSTABLE                      | WALDORF-ASTORIA<br>EMPIRE ROOM            |



| <u>DATE</u>                                                 | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                             | <u>GIVEN BY</u>                                   | <u>WHERE</u>                     |
|-------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|----------------------------------|
| Thursday<br>April 26<br>9:00 A.M.<br>Breakfast              | FALL KNITWEAR<br>BY RITA JACOBS<br>Joseph Guttman will preview Fall knitted dresses, coats and costumes, designed by Rita Jacobs. <u>Showing at 9:30 A.M.</u> By invitation only. Publicity: Donna Cannon, MU. 7-5447.                                             | JOSEPH GUTTMAN<br>(1407 BROADWAY)                 | HOTEL PIERRE<br>COTILLION ROOM   |
| Friday<br>April 27<br>9:30 A.M.<br>Breakfast                | PREVIEW: "TRAVEL<br>TIME" FASHIONS<br>Abraham & Straus will invite the press to preview Summer vacation and travel fashions. By invitation only. Showing to public, April 30-May 5, with storewide activities. Publicity: Dolores Hartig, TR. 5-7200.              | ABRAHAM & STRAUS                                  | 7TH FLOOR<br>EXEC. CONF. ROOM    |
| April 29-<br>May 5                                          | NATIONAL BABY WEEK.<br>Contact: Earnshaw Publications, 101 W. 31st St., WI. 7-9804.                                                                                                                                                                                |                                                   |                                  |
| Tuesday<br>May 1-<br>May 31                                 | SEVENTH ANNUAL<br>LACE FESTIVAL<br>Theme: "Lace Travels in Fashion"--International Lace Festival. Publicity: Gladys Steiner at Lester Harrison, 341 Madison Ave., MU. 9-1630.                                                                                      | THE LACE INSTITUTE                                | THROUGHOUT<br>THE COUNTRY        |
| Wednesday<br>May 2<br>12:30 P.M.<br>Luncheon                | PREVIEW OF FASHIONS<br>IN TYCORA YARNS<br>Textured Yarn Company will present new developments in Tycora yarns and Fall fashions for men, women and children. By invitation only. Contact: Rita Jane Lysen or Elinor Frank, Daniel J. Edelman & Assoc., MU. 5-8359. | TEXTURED YARN CO.                                 | HOTEL PIERRE<br>ROOF GARDENS     |
| Tuesday<br>May 8<br>12:00 Noon<br>Luncheon                  | PREVIEW OF FALL<br>CORDUROY FASHIONS<br>Cone Mills will present Fall fashions in corduroy. By invitation only, to press and buyers. Publicity: Ruth Hammer Assoc., EL. 5-7372.                                                                                     | CONE MILLS<br>(59 WORTH STREET)                   | HOTEL PIERRE<br>COTILLION ROOM   |
| Wednesday<br>May 9<br>9:00 A.M.-<br>11:00 A.M.<br>Breakfast | "SHEER FLATTERY"<br>MAKE-UP AND FASHIONS<br>Introduction of Lady Esther's new complete cream make-up "Sheer Flattery", with fashions from French Fabrics Corp. By invitation only. Contact: Ethel Aaron, Robert S. Taplinger & Assoc., PL. 7-8040.                 | LADY ESTHER;<br>FRENCH FABRICS CORP.              | HOTEL PARK LANE<br>CRYSTAL ROOM  |
| Wednesday<br>May 9<br>12:00 Noon<br>Luncheon                | CHILDREN'S DIVISION<br>LUNCHEON MEETING<br>The Fashion Group will present its Children's Division luncheon meeting. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.                                                                       | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA)  | HOTEL SHERATON-ASTOR<br>BALLROOM |
| Sunday<br>May 13                                            | MOTHER'S DAY. Theme: "There's Nothing Too Good For Mom."<br>Contact: Arthur Freeman, 129 W. 30th St., LO. 5-4700.                                                                                                                                                  |                                                   |                                  |
| Monday<br>May 14<br>12:15 P.M.;<br>6:00 P.M.                | SUMMER COTTONS BY<br>KAY WINDSOR<br>Saks 34th will present Kay Windsor's "Summer Symphony" cottons at 12:15 and 6:00 P.M. Press invited at 12:15. ( <u>Note Change of Date.</u> ) Publicity: Arthur See, LA. 4-7000.                                               | SAKS 34TH STREET                                  | 4TH FLOOR                        |
| Monday<br>May 14-<br>May 19                                 | ANNUAL NATIONAL<br>COTTON WEEK<br>Theme: "Pick Your Cottons Now"--26th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, BR. 9-4920.                                                                                                       | NATIONAL COTTON COUNCIL<br>(112 WEST 34TH STREET) | THROUGHOUT<br>THE COUNTRY        |



| DATE                                                                                 | WHAT'S GOING ON                                                                                                                                                                                                                                                                                                                                                                                                       | GIVEN BY                                                                                                                                                                                                             | WHERE                                                                                                                                                                                      |
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| Beginning Monday<br>May 14-<br>May 25                                                | <p>OPENING OF FALL DRESS COLLECTIONS</p> <p>The following members of the FOGA will open their Fall collections earlier this season, with majority opening week of May 14:</p> <p>LARRY ALDRICH CO., INC.<br/>BEN BARRACK, INC.<br/>HARVEY BERIN LTD.<br/>WILLIAM FOX, INC.<br/>ED GERRICK, INC.<br/>A. GOODMAN &amp; CO.<br/>GRABOIS</p> <p>Contact: Leonard Gendler, FOGA Exec. Secy, 1440 Broadway, CH. 4-6945.</p> | <p>FASHION ORIGINATORS' GUILD OF AMERICA, INC.</p> <p>JACK HORWITZ ASSOCIATES<br/>NAT KAPLAN, INC.<br/>DAVID LEVINE CO.<br/>ROSALIE MACRINI--<br/>(BARBARA COSTUME CO.)<br/>PAUL PARNES CORP.<br/>BEN REIG, INC.</p> | <p>MANUFACTURERS' SHOWROOMS</p> <p>RUDOLF GOWNS<br/>MARTIN SIMON, INC.<br/>HERBERT SONDHEIM<br/>FRANK STARR, INC.<br/>SUZANNE-AUGUSTINE<br/>HANNAH TROY, INC.<br/>SAMUEL WINSTON, INC.</p> |
| Beginning Wednesday<br>May 16                                                        | <p>OPENING OF FALL DRESS COLLECTION</p> <p>Mignon will present their Fall collection of misses' daytime, afternoon and cocktail dresses. Contact: Florence Farmer, BR. 9-5991.</p>                                                                                                                                                                                                                                    | MIGNON                                                                                                                                                                                                               | 498 SEVENTH AVENUE<br>SHOWROOM - 9TH FLOOR                                                                                                                                                 |
| Thursday<br>May 17<br>9:00 A.M.<br>Breakfast                                         | <p>LEATHER PREVIEW BY BONNIE CASHIN</p> <p>Philip Sills will preview his Fall collection of leathers, designed by Bonnie Cashin. <u>Showing at 9:30 A.M.</u> By invitation only. Publicity: Donna Cannon, MU. 7-5447.</p>                                                                                                                                                                                             | PHILIP SILLS                                                                                                                                                                                                         | HAMPSHIRE HOUSE<br>THE COTTAGE                                                                                                                                                             |
| Monday<br>May 21<br>10:30 A.M.                                                       | <p>PRESS PREVIEW OF FALL COLLECTION</p> <p>Christian Dior-New York will preview their Fall collection at 10:30 A.M. to the press. Trade showings at 2:30 P.M., May 21, 23, 25, June 5, 7. By invitation. Contact: PL. 7-2024.</p>                                                                                                                                                                                     | CHRISTIAN DIOR-<br>NEW YORK, INC.                                                                                                                                                                                    | 730 FIFTH AVENUE<br>SALON - 7TH FLOOR                                                                                                                                                      |
| <p><u>OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.</u></p> |                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                      |                                                                                                                                                                                            |
| <p><u>MONDAY, MAY 21</u></p>                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                      |                                                                                                                                                                                            |
|                                                                                      | Zoltan Rosenberg Co. . . . .                                                                                                                                                                                                                                                                                                                                                                                          | 2:30 P.M. . . . .                                                                                                                                                                                                    | 550 7TH, LA. 4-6691                                                                                                                                                                        |
| <p><u>TUESDAY, MAY 22.</u></p>                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                      |                                                                                                                                                                                            |
|                                                                                      | Adler & Adler, Inc. . . . .                                                                                                                                                                                                                                                                                                                                                                                           | 10:30 A.M. . . . .                                                                                                                                                                                                   | 550 7TH, BR. 9-9600                                                                                                                                                                        |
|                                                                                      | Kane Weill. . . . .                                                                                                                                                                                                                                                                                                                                                                                                   | 10:30 A.M. . . . .                                                                                                                                                                                                   | 498 7TH, LO. 5-3041                                                                                                                                                                        |
|                                                                                      | Sport-Craft, Inc. . . . .                                                                                                                                                                                                                                                                                                                                                                                             | 2:30 P.M. . . . .                                                                                                                                                                                                    | 550 7TH, LA. 4-9724                                                                                                                                                                        |
| <p><u>WEDNESDAY, MAY 23</u></p>                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                      |                                                                                                                                                                                            |
|                                                                                      | Davidow. . . . .                                                                                                                                                                                                                                                                                                                                                                                                      | 10:30 A.M. . . . .                                                                                                                                                                                                   | 550 7TH, PE. 6-6909                                                                                                                                                                        |
|                                                                                      | David M. Goodstein, Inc. . . . .                                                                                                                                                                                                                                                                                                                                                                                      | 10:30 A.M. . . . .                                                                                                                                                                                                   | 498 7TH, LA. 4-2577                                                                                                                                                                        |
| Tuesday<br>May 22<br>11:00 A.M.                                                      | <p>PREVIEW: FALL COAT AND SUIT COLLECTION</p> <p>Seymour Fox will preview his Fall coat and suit collection. By invitation. <u>Trade showings</u>, by appointment, at 10:00 A.M., June 5, 6, 7, 12, 13, 14, 19, 20. Publicity: Sally McKay, LO. 4-3246.</p>                                                                                                                                                           | FOX COAT & SUIT CO.                                                                                                                                                                                                  | 512 SEVENTH AVENUE<br>SHOWROOM - 22ND FLOOR                                                                                                                                                |
| Wednesday<br>May 23<br>10:30 A.M.                                                    | <p>OPENING OF FALL COAT &amp; SUIT COLLECTION</p> <p>George Carmel will show Fall coats and suits at 10:30 A.M. daily. By invitation. Contact: Laurence Carmel, LA. 4-3310.</p>                                                                                                                                                                                                                                       | GEORGE CARMEL, INC.                                                                                                                                                                                                  | 530 SEVENTH AVENUE<br>SHOWROOM - 24TH FLOOR                                                                                                                                                |
| May 30                                                                               | MEMORIAL DAY--Legal Holiday (Wednesday).                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                      |                                                                                                                                                                                            |



MOVIES...MUSIC...THEATRE...OPERA...BALLET

- Saturday  
March 31 PREMIERE: "MIRACLE IN THE RAIN" (Movie) LOEW'S STATE, B'WAY & 45TH ST.  
Jane Wyman and Van Johnson will star in the Warner Brothers love story by Ben Hecht. Producer: Frank P. Rosenberg. Director: Rudolph Mate. Costumes: Milo Anderson. Warner Publicity: Eve Siegel, CI. 6-1000.
- Monday  
April 2 TWENTY-FIRST WEEK: METROPOLITAN OPERA MET OPERA HOUSE, B'WAY & 39TH ST.  
Mon., April 2: Verdi's LA FORZA DEL DESTINO. Tues., April 3: Mozart's COSI FAN TUTTE. Wed., April 4: Puccini's TOSCA. Thurs., April 5: Bizet's CARMEN. Fri., April 6: Wagner's PARSIFAL. Sat., Mat., April 7: Mozart's LE NOZZE DI FIGARO. Sat., Eve., April 7: Puccini's LA BOHEME. Publicity: Francis Robinson, FE. 6-1200.
- Tuesday  
April 3 OPENING: "A MONTH IN THE COUNTRY" PHOENIX THEATRE, 2ND AVE. & 12TH ST.  
Luther Adler, Uta Hagen, Mary Morris, Alexander Scourby, Michael Strong will be featured in Ivan Turgenev's comedy, adapted by Emlyn Williams. Director: Michael Redgrave. Setting and lighting: Klaus Holm. Costumes: Alvin Colt. Publicity: Robert Ganshaw, OR. 4-7050.
- Wednesday  
April 4 OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.  
8:30 P.M. Premiere opening of the Ringling Bros. and Barnum & Bailey Circus for the benefit of the Police Athletic League. Tickets--\$5.00-\$75.00; contact: Michael Crishan, Hotel Biltmore, Room 50, MU. 5-1967. Thereafter through May 13, \$1.50-\$6.50. Publicity: Bill Doll, WI. 7-2386.
- Wednesday  
April 4 SECOND WEEK: N.Y. CITY OPERA CITY CENTER, 131 WEST 55TH STREET  
Wed., April 4: Verdi's IL TROVATORE. Thurs., April 5: Walton's TROILUS AND CRESSIDA. Fri., April 6: Verdi's RIGOLETTO. Sat., Mat., April 7: Verdi's LA TRAVIATA. Sat., Eve., April 7: Strauss' DIE FLEDERMAUS. Sun., Mat., April 8: Puccini's LA BOHEME. Sun., Eve., April 8: Verdi's IL TROVATORE. Publicity: Miss Alix Williamson, CO. 5-1758.
- Friday  
April 6 OPENING: "AFFAIR OF HONOR" ETHEL BARRYMORE THEATRE, 243 W. 47TH ST.  
Dennis King with Betsy Palmer, William Prince, Edith King, Daryl Grimes in Bill Hoffman's new comedy, produced by The Theatre Guild in association with Theatre 200, Inc. Director: Robert Douglas. Settings and lighting: Ralph Alswang. Costumes: Gene Coffin. Publ.: Nat Dorfman, LO. 3-0858.
- Tuesday  
April 17 FIRST WEEK: THE BALLET THEATRE MET. OPERA HOUSE, 39TH ST. & B'WAY  
Tues., April 17: THEME AND VARIATIONS, PILLAR OF FIRE, CAPRICHOS, GRADUATION BALL. Wed., April 18: SWAN LAKE, OFFENBACH IN THE UNDERWORLD, FANCY FREE. Thurs., April 19: LES SYLPHIDES, UNDERTOW, PAS DE DEUX (BLACK SWAN), OFFENBACH IN THE UNDERWORLD. Fri., April 20: DESIGNS WITH STRINGS, GISELLE (2 Acts), INTERPLAY. Sat., Mat., April 21: SWAN LAKE, PETER AND THE WOLF, GRADUATION BALL. Sat., Eve., April 21: THEME AND VARIATIONS, FALL RIVER LEGEND, PAS DE DEUX (DON QUIXOTE), OFFENBACH IN THE UNDERWORLD. Sun., Mat., April 22: LA FILLE MAL GARDEE, PAS DE QUATRE, PRINCESS AURORA. Sun., Eve., April 22: LES SYLPHIDES, PILLAR OF FIRE, PAS DE DEUX (BLACK SWAN), FANCY FREE. Publicity: Martin Feinstein, PL. 9-6000.
- Wednesday  
April 18- May 6 OPENING: "THE KING AND I" CITY CENTER, 131 WEST 55TH STREET  
First of three musicals to be presented by the N.Y.C. Center Light Opera Company--Rodgers and Hammerstein's production starring Jan Clayton and Zachary Scott with Muriel Smith, Yuriko, Christine Matthews, Patrick Adiarte, Ben Lackland. Director: John Fearnley. Scenery: Jo Mielziner. Lighting: Jean Rosenthal. Costumes: Irene Sharaff. Publicity: Abner Klipstein, CH. 4-7250.